

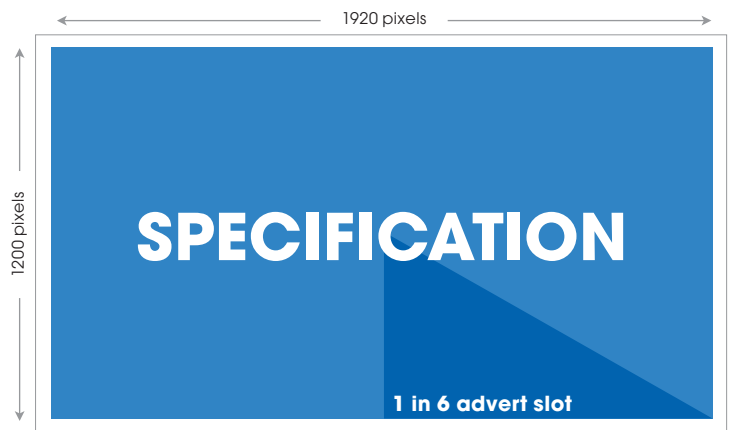
DX48 Spec

A 4.5m wide x 2.4m high (11m²) High Definition projection across the track on London Underground.

✔ Artwork Production Spec

Resolution: 1920 x 1200 pixels
 Advert/Slot Length: 10 seconds
 Frames per Second: 25
 Supported Format: mp4 or Jpeg

File Size: No larger than 2GB



✔ Supplying Artwork

Final artwork should be supplied 5 days prior to the campaign live date
 The artwork needs to be supplied with the correct file name (format_live date(ddmmyy)_campaign name)
 Please send artwork to Digitaldelivery@global.com
 Files larger than 10mb should be sent through an online transfer service such as wetransfer.com
 We cannot guarantee the live date of a campaign if the delivery deadlines are not met

✔ Compliance & Approvals

All artwork is subject to approval
 For the full set of guidelines, please visit www.global.com/wp-content/uploads/2019/09/Copy-Approval-Policy.pdf
 We strongly recommend you review these fully before commencing production
 If your ad contains flashing images, please take the flicker test at: www.onlineflashtest.com

✔ Additional File Delivery & Scheduling

Copy allowance: up to 5 files every 2 weeks
 Out of hours scheduling: Mon - Fri £300. Sat - Sun: £500

Digital Delivery

For any artwork delivery or scheduling related questions, please contact: Digitaldelivery@global.com

Design Services

For any design needs or related queries, please contact: Artwork.services@global.com